

Press Release

HARFORD COUNTY GOVERNMENT

Office of Economic Development



PUBLIC SAFETY

"Ensuring a Safe
Harford"

EDUCATION

"Preparing Now,
Building for the Future"

EFFICIENCY IN GOVERNMENT

"Governing Smarter"

ECONOMIC OPPORTUNITY

"Growing and Sustaining
Harford's Prosperity"

ENVIRONMENTAL STEWARDSHIP

"Protecting Our
Environment"

QUALITY LIVING

"Safeguarding What is
Important to Harford
County Citizens"

FOR IMMEDIATE RELEASE: July 9, 2012

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Harford Tourism Manager Appointed to Maryland Tourism Development Board

(Bel Air, MD) - - Governor Martin O'Malley has appointed four new members to the Maryland Tourism Development Board including Harford County's Tourism Manager, Winifred Roche. The Board representing hospitality and tourism industry leadership from across the state guides and supports the work of the Maryland Office of Tourism. By General Assembly authority, the Board has broad policy powers to guide the direction of all activities necessary to develop and market the State as a destination.

"I'm honored to serve and promote our great state on the Maryland Tourism Development Board", stated Ms. Roche. "With so many wonderful experiences to offer, tourism is truly a bright spot in Maryland's economy."

An eighteen year veteran of Maryland's Tourism industry, Roche would like to see a greater awareness across the state of the value of tourism and the power of promotion.

"I hope to bring more grass roots advocacy to the table. We need only to look at the impact of a successful state-promoted event such as the *Star-Spangled Sailabration* to realize the local impact in our hotels, restaurants, shops, etc. Tourism sustains small businesses and jobs in every Maryland County - let's spread the word."

Ms. Roche will represent Maryland Destination Marketing Organizations (DMO's) for a three year term. Other industry representation on the board includes lodging, retail, transportation, food service, attractions and six members of Maryland's General Assembly.

- 30 -

"Preserving Harford's past; promoting Harford's future"

